

ABSTRACT

An interactive product or service marketing guide is provided on a portable storage device accessible and controllable by a microprocessor. The stored information includes businesses providing products consistent with the scope or focus of the product/service marketing guide. The business information is presented in the form of searchable business listing or directory. Advertising space is also available in the guide so that suppliers can provide additional information concerning their products as well as specific product information in the form of text, graphs, images, photographs, video clips, audio clips, printable information, etc. Information that is time sensitive is available to the user via an Internet link from the user's computer to the offering business website. The large storage capacity, searchable information sources and links to external Internet/world wide web sites make the marketing guide a significant improvement over prior art paper-based guides.